

Frameworks

The initiatives described in the previous section of this report are within specific geographic areas of the Master Plan. Each initiative includes both private development and public investment in streets, public open space, and parks. They also rely on a consistent approach to residential and retail development.

This section of the report describes area-wide components of the Master Plan. These include:

- Framework of Streets
- Parking System Framework
- Framework of Parks and Open Space
- Inventory of Residential Uses
- Inventory of Retail Uses



Framework of Streets



Inventory of Residential Uses



Parking System Framework



Inventory of Retail Uses



Framework of Parks and Open Space

FRAMEWORKS

Streets

A new street system for downtown Hampton will increase its connectivity and access while maintaining its capacity and mobility. This system will provide appropriate numbers of cars on streets that relate to the varied uses and addresses in the Downtown. A system of Green Streets is recommended to re-establish a hierarchy of streets as well as to re-connect the City to the Waterfront. In particular, a phased approach to transforming Settlers Landing Road from a bypass street to a Downtown Waterfront or Green Street is recommended. Also, the existing ring of boulevards should be converted in dimension to support the unique uses proposed along them, thus broadening the types of street and streetscape experiences in downtown Hampton.

King Street becomes a continuous two-way street with regional access from Interstate 64 and Queen Street becomes the retail core of the Downtown. The proposed Framework of Streets celebrates these landmark streets of Kings Way and Queens Way by properly terminating them in public landings along the water.

A continuous grid of local streets will be achieved through both creating links between discontinuous existing streets and rights-of-way, as well as introducing new streets to provide public addresses for development of civic, retail, and residential uses in the Downtown. The Master Plan recommends several minor street extensions through existing parking lots in order to reduce the over-scaled blocks in the Downtown, to provide direct connections to surrounding neighborhoods, and to create additional retail and residential development frontage. Additional streets are proposed in Pasture Point, the Brights Creek Redevelopment area, and Old Hampton to release land for residential development near to the Downtown.



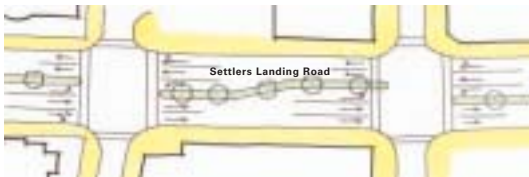
Proposed Street Networks



Proposed improvements to the street network – new streets (in red) and transformed streets (in green)

Settlers Landing Road: A Green Street

The Master Plan recommends a phased approach to rebuilding Settlers Landing Road into a proper waterfront Main Street. A Critical Lane Volume (CLV) analysis conducted by Glatting Jackson (See Appendix B) indicates that Settlers Landing Road, at its current width of four through lanes and traffic volume, has considerable excess capacity. The excess presents an opportunity to “reclaim” the road and narrow each direction of travel by one lane. While more detailed analysis and testing would be required for the final design, the analysis supports the reasonableness of making the roadway narrower. The test option is only recommended for the segment east of Armistead Avenue. For the section west of Armistead Avenue, permanent changes can be made without going through the test option.



SETTLERS LANDING ROAD EXISTING PLAN Four through lanes

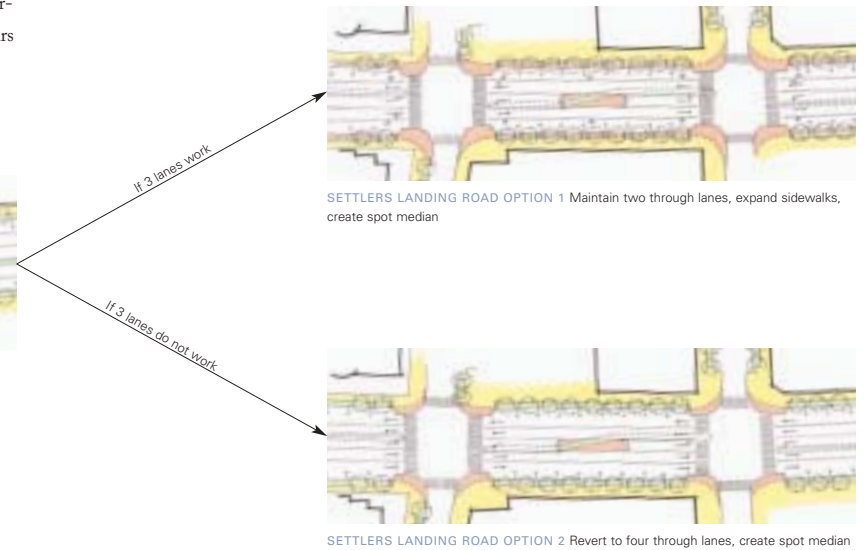


Existing Settlers Landing Road section

Various options for the redesign of this street are shown at right. The introduction of street trees and bulb-outs at the corners at intersections of streets will further tame the street for pedestrians and cars alike.



SETTLERS LANDING ROAD TEST OPTION Reduce to two through lanes, add corner bulb-outs, create on-street parking

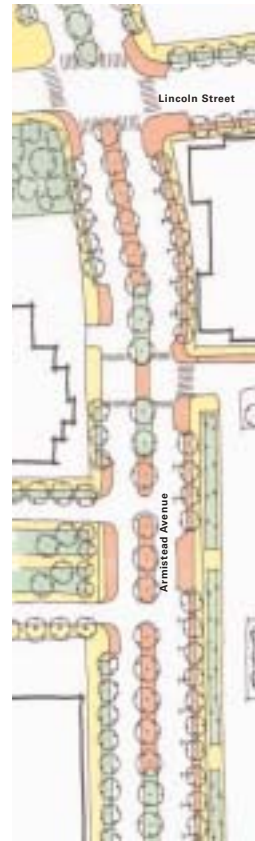


Armistead Avenue: A Green Street

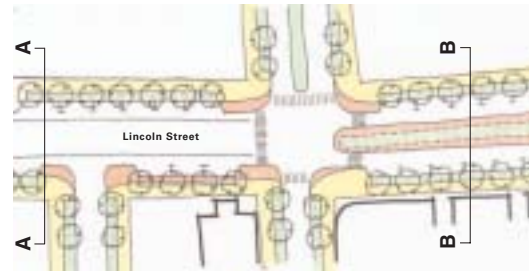
Armistead Avenue currently forms an edge between the Old Hampton neighborhood and Downtown, highlighting the differences in street (Lincoln Street and Settlers Landing Road) and land use character between that neighborhood and Downtown. Between Pembroke Avenue and Settlers Landing Road, the Plan proposes narrowing Armistead Avenue down to two lanes and adding on-street parking and bicycle lanes on each side. Based on the simple Critical Lane Volume (CLV) analysis, Armistead Avenue has considerable excess capacity and can definitely accommodate existing traffic with a two-lane configuration.

Lincoln Street: A Green Street

The stretch of Lincoln Street from Armistead Avenue to Eaton Street currently functions as another “boulevard” bounding the northern perimeter of the Core area. The Plan proposes that Lincoln Street transition from a neighborhood street to an urban local street (with left turn lanes at intersections, bike lanes, and on-street parking), to a boulevard street (with a wide median and on-street parking). Aside from reducing the “barrier effect” of Lincoln Street between Downtown and areas to its north, narrowing the street down and adding on-street parking would help bring a street scale and pattern similar to the segment of Lincoln Street to the west of Armistead Avenue. Lincoln Street is one of the few streets that tie the Old Hampton neighborhood to Downtown’s west side. Maintaining a uniform cross section to this penetrating street will help link Downtown into Old Hampton. Transitioning into a boulevard street east of King Street will make a more dramatic welcome into the core of Downtown’s civic space and the Waterfront.



PROPOSED CHANGES Armistead Avenue



PROPOSED CHANGES Lincoln Street



Armistead Avenue at Lincoln Street



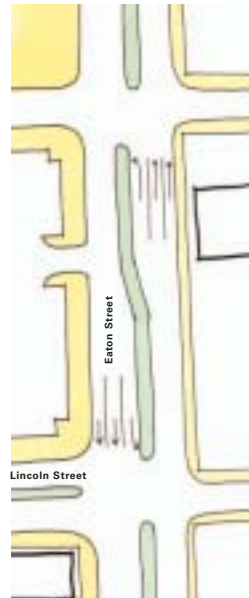
SECTION A-A Lincoln Street, west of King Street



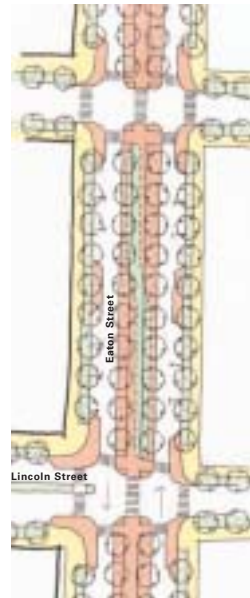
SECTION B-B Lincoln Street, east of King Street

Eaton Street

The Plan recommends changing Eaton Street to one travel lane in each direction with parking on both sides and a wider median to become a wide linear park. Reconstruction of outside curbs is not necessary except as bulb-outs. In addition to removing the barrier between Downtown and the Waterfront, and Downtown and Pasture Point, the narrower cross-section will help create safer intersections along the street where the majority of the intersections are stop controlled.



Existing Eaton Street



Proposed Eaton Street changes



(ABOVE) Existing Eaton Street section
(BELOW) Proposed Eaton Street section



Eaton Street at Lincoln Street



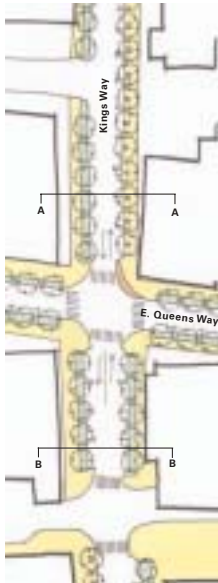
Monument Avenue, Richmond, Virginia

Kings Way

Both Kings Way and Wine Street have different street and sidewalk configurations in each block of the historic Core. This inconsistent alignment of sidewalks and streets makes pedestrian connections between the Downtown and the Waterfront, especially across Settlers Landing Road, extremely difficult. The Master Plan calls for improving these streets with both new configurations and streetscapes to provide a continuous pedestrian experience from Lincoln Street to the Waterfront.



Existing Kings Way



Proposed Kings Way changes



(ABOVE) Existing Kings Way section A-A, north of Queen's Way



(BELOW) Proposed Kings Way section A-A, north of Queen's Way



(ABOVE) Existing Kings Way section B-B, south of Queens Way



(BELOW) Proposed Kings Way section B-B, south of Queens Way

Parking

The Master Plan proposes that the various types of parking be managed as a coordinated system. The Plan includes additional on-street parking, surface parking lots, and parking structures.

The new development proposed in the Master Plan will require additional parking structures. One garage is recommended on the Goodyear/Wine Street property and another in the government center. Depending on development potential, the Brass Shop lot could accommodate a third garage.

Old Hampton Lane should be converted into a “parking street” for approximately 140 cars. All surface lots should be well-landscaped and concealed. On-street parking is introduced on all streets where physically feasible.

The presence of on-street parking on Settlers Landing Road can be expected to increase, not discourage, the use of the currently underused supply of parking in the two structures to either side of Settlers Landing Road, at the entry to Downtown. The on-street parking “advertises” that parking is expected and invited in the area. Further, the presence of on-street parking adds significantly to the quality of pedestrian travel along Settlers Landing Road and will encourage higher levels of Downtown visitation by passing motorists.



(ABOVE) Existing Old Hampton Lane section
(BELOW) Proposed Old Hampton Lane section



Proposed parking framework

PROPOSED PARKING SUPPLY	
On Street	650
Surface Lot	1000
Garage	2500
Total	4100

Note: total includes approximately 800 spaces for new residential units. Total does not include current private surface lots.

FRAMEWORKS

Parks & Open Space

The proposed framework of parks and open space takes its cues from the existing amenities of the City: its landmarks and its waterways. The Master Plan expands upon these amenities by tying them together with a connected system of promenades, parks, parkways, and landings.

The Master Plan proposes expanding the Downtown Waterfront promenade three blocks to the west, terminating at Salters Creek Landing and the Hampton History Museum. Likewise, the Master Plan recommends terminating the northern end of the promenade in a public park at the proposed Lincoln Street Landing. The jewel of the Downtown Waterfront, and its new center, should be King Street Landing, a community gathering space on Downtown's new front door.

Brights Creek should become the primary organizing element to redevelopment of the industrial area north of Pembroke Avenue. The Creek should be supported by a recreational greenway, parks, stormwater detention amenities, and parkways that connect Old Hampton and Pasture Point to the water.



Proposed parks and open space framework



Proposed improvements to the parks and open space network: new parks and open space (dark green) and existing parks and open space (light green)

Landings

In order to more effectively connect the interconnected network of streets with the waterfront, the Master Plan proposes to create a series of public spaces, or landings, at the points where streets meet the water. These will also serve as entrances to a continuous walkway system along the waterfront. The landings include: Lincoln Street Landing, which provides a gateway to Pasture Point as well as marking the beginning of the waterfront walkway; Mill Point Landing, which will require some improvements to the existing park; Eaton Street Landing, which leads to the Cousteau Center; King Street Landing, which leads to the Marina and King Street Pier; and Salters Creek Landing, which is an extension of the proposed park in front of the History Museum.



Lincoln Street Landing



King Street Landing



Eaton Street Landing



Salters Creek Landing



Examples of waterfront parks and open spaces



Hampton's landings

FRAMEWORKS

Residential



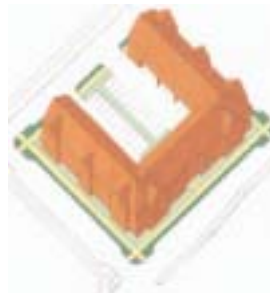
SINGLE-FAMILY HOUSES
7–10 Units/Acre



TOWNHOUSE
10–18 units/acre



MANSION APARTMENTS Six to twelve units/building; 12–24 units/acre



LOFT/CONDO 20–40 units/acre

A critical mass of Downtown housing is important to support Downtown retail and restaurants and to give downtown Hampton a 24-hour presence. The Residential Market Study identified a demand for nearly 900 units. The Master Plan recommends approximately 600 units be built on publicly owned land. Upon absorption, additional land will have to be acquired.

New housing in downtown Hampton should be varied in type, tenure, and style. The Master Plan recommends three basic building types for use Downtown: Loft/Condominium Apartment Buildings, Mansion Apartment Buildings, and Townhouses. For the in-town neighborhoods, single-family houses should also be used to fit within the existing building fabric.



Proposed residential framework

- SINGLE FAMILY HOUSES
- TOWNHOUSES
- MANSION APARTMENTS
- LOFT/CONDOMINIUMS



HOUSING PRECEDENTS Downtown housing should draw from the best elements of the local building traditions.

FRAMEWORKS

Retail

Supporting and expanding the inventory of Downtown retail is a major component of the Master Plan. The existing node at Kings Way and Queens Way must be maintained as it provides a link to Hampton's past. The current concentration of retail at this location should expand to the waterfront, transforming Settlers Landing Road into a main retail street.

A second concentration of retail should emerge at the proposed Salters Creek Landing.

In total, Downtown should target a total of approximately 190,000 square feet of retail over the next seven to ten years.



RETAIL NODES Downtown Hampton should develop two distinct nodes. One, centered on King Street Landing, should be a regional destination. The other, along Franklin Street, should serve local residents and visitors.



Proposed retail framework



FRAMEWORKS New streets and parks will link together existing Waterfront investments, landmarks, and parks into a single connected system.

Development Summary



Development Summary					
Site	Location	Office (sq ft.)	Retail (sq ft.)	Institutional/ Public (sq ft.)	Residential (units)
A	NW Settle and Franklin		9,000		27
B	NE Settle and Franklin		23,750		72
C	Municipal Pkg Garage		25,000		
D	NW Settle and King	34,500	11,500		
E	Goodyear / Wine St.		26,750		108
F	SW Queen and Wine	6,400	3,200		
G	Radiation Garage		10,000		35
H	Harbour Centre		9,000		50
I	SE Queen and Franklin		9,000		37
J	SE Queen and Armistead		12,000		36
K	NE Queen and Franklin		5,000		39
L	NW Queen and Franklin		5,000		108
M	SW Lincoln and Franklin		5,000		41
N	SE Lincoln and Armistead		5,000		35
O	Correctional Facility				13
P	Queen Court		2,000		13
Q	NE Queen St and Queen Ct.				3
R	Queen Way infill		4,200		
S	NW Queen and King		7,800		16
T	Wine St. infill		5,000		10
U	S. side of Mill Pt. Drive Extension		5,000		22
V	NE Mill Pt. Drive Extension and Eaton				18
W	SE Wine and Lincoln	3,000	5,000		16
X	SW Wine and Lincoln	10,000	5,000		37
Y	N side of Cemetery				24
Z	NW Lincoln and Eaton				36
AA	NW Syms and Eaton				36
BB	Core of Gov't Center			90,000	
CC	Queen St. Baptist			22,500	
DD	King St. Landing			25,000	
Total		57,900	197,800	137,500	877

Note: Table is for estimating purposes only. Eventual build out of Master Plan may vary from table, depending on market conditions.

Plan Implementation

The 2004 Downtown Hampton Master Plan adopted by City Council on January 14, 2004 is the official policy for the City of Hampton. It replaces the previous Downtown Master Plan adopted in 1989 which is included by reference in the *2010 Comprehensive Plan*.

Within the boundaries identified in this plan, there exist numerous planning and policy documents which guide public and private actions (a list is included below). The 2004 Downtown Master Plan may not address all aspects contained in these other policy and implementation tools. In cases where recommendations may conflict, the recommendation contained in the 2004 Downtown Master Plan prevails. Recommendations contained within these other policy and implementation documents, which are not specifically addressed in the 2004 Downtown Master Plan and yet are consistent with the overall objectives of the 2004 Downtown Master Plan, will continue to be valid guidance for both public and private actions.

Specific implementation initiatives which must follow the adoption of this master plan include the following:

- Amendments to the Old Hampton Redevelopment Plan.
- Amendments to the Hampton Zoning Ordinance.
- Amendments to the Site Plan Ordinance (Hampton City Code).
- Amendments to the Westhampton Conservation Plan.
- Amendments to the Pasture Point Conservation Plan.
- Funding through the annual Capital Improvements Plan as well as other public and private funding sources.

Existing plans or policy documents affecting areas within the boundaries encompassed by the 2004 Downtown Master Plan:

- Old Hampton Redevelopment & Conservation Plan
- Hampton Zoning Ordinance - Special Public Interest District: Old Hampton and in-town neighborhoods
- Downtown Master Plan: 1989
- Old Hampton Neighborhood Plan
- Westhampton Conservation Plan
- Pasture Point Neighborhood Plan
- Pasture Point Conservation Plan
- Kecoughtan Road Commercial Corridor Study
- North Armistead/North Back River Road Land Use Plan
- North King Street Corridor Study